

Docket No.: HOK-9022/CON  
(85813-0216)

PATENT APPLICATION

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Patent Application of:

Takuya Matsumoto et al.

Application No.: New Application

Art Unit: 3622

Filed: November 24, 2003

Examiner: J. Young

For: SYSTEM AND METHOD OF ARRANGING  
DELIVERY OF ADVERTISEMENTS OVER A  
NETWORK SUCH AS THE INTERNET

**INFORMATION DISCLOSURE STATEMENT UNDER 37 CFR §1.56**

MS Patent Application  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

Submitted herewith on Form PTO/SB/08A is a listing of documents known to Applicant cited by or submitted to the U.S. Patent and Trademark Office (USPTO) in parent application No. 09/457,591; filed on December 9, 1999 in order to comply with Applicant's duty of disclosure pursuant to 37 CFR §1.56. The relevance of these documents are explained in the parent application. As provided in 37 CFR 1.98(d), copies of the document are not provided since they were previously cited by or submitted to the Patent Office in the parent application.

Since this Information Disclosure Statement is being filed in compliance with 37 CFR § 1.97(b) before an initial action, no fee is required in connection with its filing.

The submission of any document herewith, which is not a statutory bar, is not intended as an admission that such document constitutes prior art against the claims of the present application or that such document is considered material to patentability as defined in 37 CFR §1.56(b). Applicant does not waive any rights to take any action which would be appropriate to antedate or otherwise remove as a competent reference any document which is determined to be a *prima facie* prior art reference against the claims of the present application.

Applicant respectfully requests that the listed documents be considered by the Examiner and formally be made of record in the present application and that an initialed copy of Form PTO/SB/08A be returned in accordance with MPEP §609.

Dated: November 14, 2003

Respectfully submitted,

By 

David T. Nikaido

Registration No.: 22,663

Carl Schaukowitch

Registration No.: 29,211

**RADER, FISHMAN & GRAUER PLLC**  
1233 20th Street, N.W., Suite 501  
Washington, DC 20036  
(202) 955-3750  
Attorneys for Applicant

DTN/CS/nb

Substitute for form 1449A/B/PTO  <b>INFORMATION DISCLOSURE STATEMENT BY APPLICANT</b>  <i>(Use as many sheets as necessary)</i>				<b>Complete if Known</b>	
				Application Number	NEW APPLICATION
				Filing Date	November 24, 2003
				First Named Inventor	Takuya Matsumoto
				Art Unit	3622
				Examiner Name	J. Young
Sheet	1	of	1	Attorney Docket Number	HOK-9022/DIV

U.S. PATENT DOCUMENTS					
Examiner Initials*	Cite No. <sup>1</sup>	Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number-Kind Code <sup>2</sup> (if known)			
	AA	US-5,724,521-B1	03-03-1998	Dedrick	
	AB	US-5,791,991-B1	08-11-1998	Small	
	AC	US-5,809,242-B1	09-15-1998	Shaw et al.	
	AD	US-5,937,390-B1	08-10-1999	Hyodo	
	AE	US-5,991,740-B1	11-23-1999	Messer	

FOREIGN PATENT DOCUMENTS						
Examiner Initials*	Cite No. <sup>1</sup>	Foreign Patent Document	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	T <sup>6</sup>
		Country Code <sup>3</sup> -Number <sup>4</sup> -Kind Code <sup>5</sup> (if known)				
	BA	WO-WO 98/34189	08-06-1998	David Roth		
	BB	JP-10-254829	09-25-1998	Abe Hiroyuki		
	BC	JP-11-154159	06-08-1999	Yamakoshi Junji		

\*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant. <sup>1</sup> Applicant's unique citation designation number (optional). <sup>2</sup> See Kinds Codes of USPTO Patent Documents at [www.uspto.gov](http://www.uspto.gov) or MPEP 901.04. <sup>3</sup> Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). <sup>4</sup> For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. <sup>5</sup> Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST.16 if possible. <sup>6</sup> Applicant is to place a check mark here if English language Translation is attached.

NON PATENT LITERATURE DOCUMENTS			
Examiner Initials*	Cite No. <sup>1</sup>	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T <sup>2</sup>

\*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

<sup>1</sup> Applicant's unique citation designation number (optional). <sup>2</sup> Applicant is to place a check mark here if English language Translation is attached.

Examiner Signature		Date Considered	
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